Marla Clayman

HINTS PROPOSAL

Proposed Title: Source credibility when seeking cancer information

Co-authors:

Marla Clayman	301.435.4986	claymanm@mail.nih.gov
K. Vish Viswanath	301.435.6816	viswanav@mail.nih.gov
Neeraj Arora	301.594.6653	aroran@mail.nih.gov

Research questions:

1. What patterns of source credibility are found in a national sample when seeking cancer information?
2. What sociodemographic characteristics most accurately describe each cluster?

Study description/rationale:

Cancer information is available to people from many sources. People and organizations that provide cancer-related materials have an interest in ensuring that the public receives accurate information. Previous studies have shown that commonly used sources of health information vary by ethnicity (O'Malley, Kerner, & Johnson, 1999), race (Nicholson, Grason, & Powe, 2003) and acculturation (O'Malley et al., 1999). In addition some sources tend to be used more often or rated more highly than others. Physicians have been reported as highly credible with respect to cancer information among a population-based American Midwest sample (Johnson & Meishcke, 1992), while those in a sample of general practice patients in the UK most often report receiving cancer information from the television (James, James, Davies, Harvey, & Tweddle, 1999).

Although some researchers have examined cross-channel credibility and health information (Johnson et al., 1992; O'Keefe, Boyd, & Brown, 1998) there is little literature that looks for patterns of credibility responses (rather than just comparing credibility scores). Further, literature that distinguishes characteristics of people who fall into patterns of source credibility is scant.

The aim of this proposed research is to explore the patterns of source credibility for cancer information among a nationally representative sample. This research will add to the literature about source credibility for several reasons. First, no study to date has examined cross-channel credibility for cancer information among a nationally representative sample. Second, the use of a cluster analysis will allow for discriminating among patterns of source credibility, rather than simply reporting which sources are more credible than others. Third, this dataset will allow for exploration of relationships between sociodemographic characteristics and patterns of source credibility. This dataset affords an exciting opportunity to examine whether self-identified Hispanics/Latinos who answer the questionnaire in English regard sources differently than those who answer in Spanish. One goal of this research is to describe the characteristics of people who fall within certain patterns of source credibility so that health messages can eventually be tailored appropriately.

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Variable list:
The main variables will be all questions under Question HC-18 (How much would you trust the information about cancer from [FILL SOURCE]?).
hc18atrustdoctor
hc18btrustfriendsfamily
hc18ctrustnewspapers
hc18dtrustmagazines
hc18etrusttelevision
hc18ftrustradio
hc18gtrustInternet

Other variables in analyses will be sociodemographic:

spage	First, what is your age?
spgender	Are you male or female?
dm1maina	What is your employment status?
dm2maritalstatus	What is your marital status?
dm4hispanic	Are you Hispanic or Latino?
dm5race	What is your race?
dm6education	Highest grade/year of school completed?
dm7aincome25thousand	Is income less than 25K?
dm7bincome20thousand	Is income less than 20K?
dm7cincome15thousand	Is income less than 15K?
dm7dincome10thousand	Is income less than 10K?
dm7eincome35thousand	Is income less than 35K?
dm7fincome50thousand	Is income less than 50K?
dm7gincome75thousand	Is income less than 75K?
dm7hincomeover75thousand	Is income 75K or more?
fwgt	Final full-sample weight
spaneng	Interview in Spanish or English

Method of analysis:
The analysis plan for this paper is in two parts.
1. A cluster analysis to determine if there are patterns among the responses to HC-18.
2. After characterizing the patterns, either a multinomial logistic regression or several sets of simple logistic regressions will be used to describe the characteristics of people who fall into clusters.
   > A subanalysis will divide Hispanics/Latinos by whether they completed the questionnaire in Spanish or English. Those who completed the questionnaire in Spanish (n=334) may be different from those who completed it in English (n=430).

Targeted Journal: Unknown as of yet

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Reference List

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